

King Ranch, City of Kingsville, and Texas A&M University–Kingsville Announce an Expanded Partnership for Ranch Hand Weekend

Growing and Expanding a South Texas Tradition since 1990 — November 20–21, 2026 — Kingsville, Texas

KINGSVILLE, Texas — King Ranch, the City of Kingsville, and Texas A&M University–Kingsville today announced an updated shared vision for the two-day celebration of South Texas heritage and western culture. This year the event is set for Friday and Saturday, November 20–21, 2026. Rooted in the legacy of King Ranch and the spirit of Kingsville, the enhanced event is designed to become an annual destination — welcoming visitors from across the nation. Kingsville and King Ranch will host two full days of authentic western and ranch programming, competitive BBQ, and community celebration all in the service of local charities.

THE WEEKEND AT A GLANCE

- **Friday Evening — Downtown Kickoff:** Tree lighting, shopping, entertainment, and community gathering in the heart of downtown Kingsville. Free and family-friendly.
- **Saturday Morning — Ranch Hand Breakfast on King Ranch:** An expanded breakfast experience featuring a Ranch Rodeo, Quail Rig Car Show, and live Cowboy Demonstrations.
- **Saturday All Day — KCBS BBQ Competition & Downtown Festival:** A Kansas City Barbeque Society sanctioned cooking competition featuring up to 50 teams and one of the highest prize purses of any sanctioned BBQ event in the country — anchoring a full downtown festival with 100+ local and regional vendors, a public tasting experience, Ford and John Deere sponsor areas, live music, and family activities.

“The Ranch Hand Weekend is our opportunity to share the King Ranch legacy with the world — bringing our community together for a celebration of South Texas heritage. We are extremely proud to build out this tradition alongside the City of Kingsville and Texas A&M University–Kingsville.” Said Robert Hodgen, CEO of King Ranch

Additional premium experiences, VIP programming, and charity partner announcements will follow in the weeks ahead.

For sponsorship and vendor information, contact Rebecca Duke, Kingsville Tourism Director rduke@cityofkingsville.com, (361) 592-8516.

For media inquiries please contact Lorette Williams, King Ranch Director of Hospitality and Community Services, lwilliams@king-ranch.com (361) -816-6130

About the Partners: Founded in 1853, King Ranch spans more than 825,000 acres and is a National Historic Landmark. The City of Kingsville is the proud home of King Ranch headquarters and the host community for the weekend. Texas A&M University–Kingsville is a public research university and member of The Texas A&M University System, home to the Caesar Kleberg Wildlife Research Institute and the King Ranch Institute for Ranch Management.